

## Message Text

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PAGE 01 BRASIL 04071 101512Z

46

ACTION ARA-10

INFO OCT-01 ISO-00 SP-02 AID-05 EB-07 NSC-05 CIEP-02 SS-15

STR-04 OMB-01 CEA-01 COME-00 AGR-10 INRE-00 CIAE-00

INR-07 NSAE-00 PRS-01 PA-02 ARAE-00 SSO-00 NSCE-00

/073 W

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O P 101415Z MAY 76

FM AMEMBASSY BRASILIA

TO SECSTATE WASHDC IMMEDIATE 5525

USIA WASHDC IMMEDIATE

TREASURY DEPARTMENT IMMEDIATE

INFO AMEMBASSY SANTIAGO

AMEMBASSY MEXICO CITY PRIORITY

AMCONSUL RIO DE JANEIRO

AMCONSUL SAO PAULO

UNCLAS BRASILIA 4071

PASS TO TRSY/JPSMITH

IUNFO FOR IBS/PL AND IPS/PL

USIA FOR ILA AND IOP

E.O. 11652: N/A

TAGS: OVIP (SECRETARY WILLIAM SIMON)

SUBJECT: MEDIA REACTION REPORT--MAY TEN

1. CORREIO BRAZILIENSE, ONLY BRASILIA PAPER PUBLISHED MONDAY,  
CARRIES PROMINENT COVERAGE ON SIMON'S ARRIVAL:

2. FRONT-PAGE REPORT WITH SIX-COLUMN HEADLINE READING "SIMON  
COMES TO ELIMINATE BARRIERS" SAYS"...PURPOSE OF SIMON'S  
VISIT IS TO STRENGTHEN ECONOMIC TIES BETWEEN BRAZIL AND U.S.  
ASSISTANT SECRETARY PARSKY SAID IN RIO THAT 'THIS IS A GREAT  
OPPORTUNITY TO DISCUSS ALL TRADE PROBLEMS EXISTING BETWEEN THE  
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TWO COUNTRIES.' ALSO IN RIO, SECRETARY SIMON STATED THAT 'U.S.

IS FULLY AWARE OF BRAZIL'S IMPORTANCE FOR THE WESTERN WORLD.'  
...FOR SIMON, BRAZIL MEETS ALL REQUIREMENTS TO BECOME A GREAT  
POWER, IN WHICH INVESTORS CAN FIND A GOOD MARKET, WORKMANSHIP,  
NATURAL RESOURCES, AND AN OPEN AND DYNAMIC ECONOMY. ..."

3. REPORT ON PAGE TWO WITH BANNER "SIMON WILL TRY TO REDUCE  
OUR (TRADE) DFICIT" CARRIES SIMON BIODATA, PROGRAM IN BRAZIL,  
AND NOTES THAT SIMON'S AND SIMONSEN'S VIEWPOINTS ON HOW TO  
DEVELOP NATIONAL ECONOMY COINCIDE IN MAY POINTS.

4. COLUMNIST ARNOLFO CARVALHO WRITES: "DESPITE FACT THAT UPON  
HIS ARRIVAL IN RIO SECRETARY SIMON SAID MAJOR TOPIC OF HIS  
DISCUSSIONS WITH GOB WOULD BE PROBLEM OF 'SURTAXES' ON  
(BRAZILIAN) SHOES, GOB SOURCES ASSURE THAT THIS TOPIC HAS  
IMPORTANCE BUT WILL BE LESS EMPHASIZED THAN 'NEGOTIATIONS ON  
BRAZIL'S DEFICIT IN TRADE WITH U.S.'...A WAY TO RESOLVE  
PROBLEM OF GROWING U.S. PROTECTIONISM AGAINST IMPORTS OF  
MANUFACTURED PRODUCTS IS PRACTICALLY SETTLED: ...THIS 'MAGIC  
FORMULA' BASICALLY CONSISTS OF A CHANGE OF GOB POLICY OF  
EXPORT INCENTIVES IN A WAY WHAT THEY CANNOT BE INTERPRETED  
AS SUBSIDIES,...ACCORDING TO SUGGESTION MADE BY PARSKY  
DURING HIS RECENT VISIT TO BRAZIL. ...TWO POINTS WILL HAVE  
BEEN CLARIFIED AFTER SIMON'S VISIT: BRAZIL WILL HAVE CHANGED  
ITS EXPORTS INCENTIVES AND WILL NOT BE SUBJECT TO NEW  
'SURTAXES:' AND U.S. WILL PROMISE TO HAVE AN ACTIVE ROLE IN  
HELPING BRAZIL WITH ITS TRADE DEFICIT PROBLEM, NOT ONLY IN  
MATTERS OF INTERNATIONAL TRADE BUT ALSO THROUGH INVESTMENTS  
IN THE COUNTRY."  
COPMANN

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## Message Attributes

**Automatic Decaptioning:** X  
**Capture Date:** 01 JAN 1994  
**Channel Indicators:** n/a  
**Current Classification:** UNCLASSIFIED  
**Concepts:** n/a  
**Control Number:** n/a  
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**Draft Date:** 10 MAY 1976  
**Decaption Date:** 01 JAN 1960  
**Decaption Note:**  
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**Disposition Approved on Date:**  
**Disposition Authority:** n/a  
**Disposition Case Number:** n/a  
**Disposition Comment:**  
**Disposition Date:** 01 JAN 1960  
**Disposition Event:**  
**Disposition History:** n/a  
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**Reference:** n/a  
**Review Action:** RELEASED, APPROVED  
**Review Authority:** schwenja  
**Review Comment:** n/a  
**Review Content Flags:**  
**Review Date:** 01 JUL 2004  
**Review Event:**  
**Review Exemptions:** n/a  
**Review History:** RELEASED <01 JUL 2004 by wolfsd>; APPROVED <27 SEP 2004 by schwenja>  
**Review Markings:**

Margaret P. Grafeld  
Declassified/Released  
US Department of State  
EO Systematic Review  
04 MAY 2006

**Review Media Identifier:**  
**Review Referrals:** n/a  
**Review Release Date:** n/a  
**Review Release Event:** n/a  
**Review Transfer Date:**  
**Review Withdrawn Fields:** n/a  
**Secure:** OPEN  
**Status:** NATIVE  
**Subject:** MEDIA REACTION REPORT--MAY TEN  
**TAGS:** OVIP, (SIMON, WILLIAM E)  
**To:** STATE TRSY  
**Type:** TE  
**Markings:** Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 04 MAY 2006